



Commercial Core Neighborhood Notes

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Although the Commercial Core Neighborhood/District is designated as one large neighborhood, we walked and collected data in three distinct areas; the Retail Area, the Financial District, and the West Edge neighborhood.

Commercial Core had some banners, although most of the banners were designed to attract pedestrians and vehicular traffic to a retail area within the Commercial Core (i.e., “Rainier Square,” “City Center,” “Pacific Place”), or to bring attention to area attractions (Seattle Art Museum, Seattle Mariners baseball). Rather than to identify the neighborhood itself, the light fixtures appeared to be thematic (although somewhat consistent—generally two or three large bulbs on antique bases) throughout the entire core.

Observations

The Retail Area

The Retail Area is the Northeast quadrant of Commercial Core. It is bounded on the north by Olive Way, south by Spring Street, west by 3rd Avenue, and east by 8th Avenue. We started walking into the area from 9th and Pike Street walking under the Convention Center to 6th and Seneca Street. From 6th and Seneca we walked north along 6th Avenue to 6th and Union, where we circled the entire block of "City Center." We continued north along 6th to Olive Way, turned east and headed around "Pacific Place" then back west along Olive Way to 5th Avenue. We then walked south on 5th Avenue until we came to "Rainier Square," which we circled. After circling Rainier Square we continued south along 5th Avenue until we came to Spring Street. We then headed west one block to 4th Avenue and walked north along 4th until we came to "Westlake Center." We circled Westlake Center, walked around the intersection of Westlake, Stewart, and Olive Way, then proceeded south on 3rd Avenue to Spring Street. Once at 3rd and Spring we headed east on Spring to 6th Avenue, along 6th again to Olive Way where we ended the area at 7th and Olive Way.

The “Retail Area” is the major shopping area in the Commercial Core. There are large shopping centers scattered throughout with ‘big name’ consumer businesses and services offered (“City Center”, “Pacific Place”, and “Rainier Square”) – all dynamic entities on their own, with very separate and distinct

markers. Sidewalks were well designed for pedestrian traffic (very broad); awnings, mature trees and landscaping, potted and hanging plants, along with areas closed off to vehicular traffic. Throughout this area intersections are marked with brass street names in the sidewalk on the curb edge ("Union and Third"). There were also several custom manhole covers.

The Financial District

Working along a north/south axis we began the Financial District on 6th and Madison Street, walking south on 6th to Jefferson Street. Since 4th Avenue is a northbound one-way, we walked from 6th Avenue over onto 4th Avenue, then north along 4th to Spring Street. We then walked over one block and south down 5th Avenue, which is a southbound one-way. From 5th and Jefferson we walked over to 3rd and James and headed north on 3rd for one block.

The Financial District had very little in the way of identifiers, or thematic elements. Governmental agencies, banks, libraries, and other support agencies dominate this district. There were fewer trees and visual amenities in this area—a distinct change from the retail area.

The West Edge

Once again, wanting to follow a north/south axis (and predominantly one-way north/south avenues), we began the West Edge at Alaskan Way and University Street. We headed south on Alaskan Way to Columbia Street, over one block to Western Avenue. We walked north along Western Avenue to Western Avenue and Lenora Street. At that intersection we headed one block east to Lenora Street and 1st Avenue. We then walked south on 1st to Stewart Street, circled the block, and came back to 1st and Pine Street. Then south on 1st one block to 1st and Pike Street. Since 2nd Avenue is one-way we jumped over to 2nd Avenue, from 1st Avenue, and headed south to Cherry Street. We then jumped back over to 1st Avenue and headed north on 1st Avenue to Pike Street. At 1st and Pike Street we shifted over and walked along Pike Place.

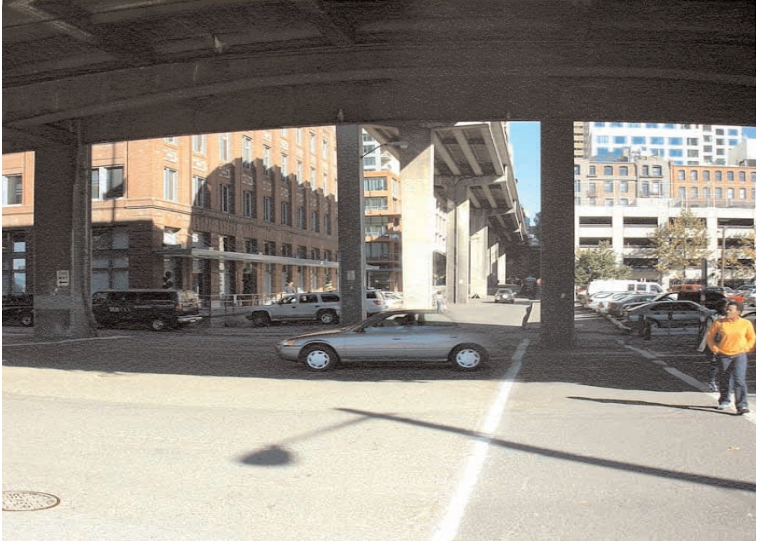
The West Edge is a neighborhood struggling for identity, in the infant stages of that process (certainly somewhere in between the Retail Area and the Waterfront). Small “banners” indicating “West Edge” heavily blanket the neighborhood. They are high up on light posts, small and often obscured by trees. Other than the banners, there are no other identifiers for West Edge or Commercial Core in the neighborhood.



Pike Place Market is a principal destination spot in this neighborhood (much like entities within the Retail Area), and appears to be separate, albeit 'within' (enveloped in) the West Edge neighborhood. Also along the West Edge neighborhood are many 'wayfinding' or 'next' elements pointing foot traffic to the Waterfront. Building occupancy varies considerably from residential to commercial. Within the neighborhood are significant destination spots; Seattle Art Museum, Benaroya Hall, and Pike Place Market.



1 alaskan/marion



2 alaskan/seneca



3 alaskan/spring



4 alaskan/university



5 columbia/western



9 fifth/olive



10 fifth/stewart



11 first/columbia



12 first/pike



13 first/pike



15 first/stewart



16 first/virginia



17 fourth/overpass



20 ninth/pike



21 seventh/pine



22 seventh/union



23 sixth/columbia



24 sixth/james



25 sixth/jefferson



26 sixth/madison



27 sixth/seneca



28 sixth/spring



29 third/james



30 third/stewart



31 second/stewart



1.15



1.16



1.17



1.19



1.20



1.21



1.22



1.24



1.26



2.66



2.81



2.82



2.83



2.87



2.94



2.95



2.116



1.23



1.28



1.38



1.57



1.103



1.104



1.25



1.27



1.29



1.48



1.59



1.63



1.65



1.68



1.69



1.71



1.72



1.73



1.74



1.75



1.76



1.78



1.79



1.80



1.81



1.104



1.106



1.117



2.24



2.31-2.35



2.37



2.38



2.39



2.67



2.70



2.96-2.98



2.99



2.100



2.101



2.105



2.107



2.119



2.120



2.123



2.124



2.127



2.129



2.130



2.131



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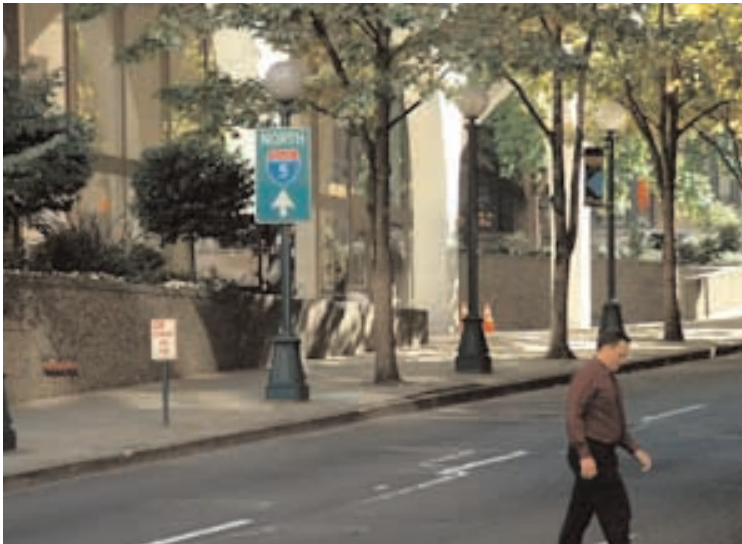
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2.25 (union)



2.26



2.27 (marion)



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2.45 (express entry)



2.45



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